

SUMMARY NOTES

CITY COUNCIL SIGN ORDINANCE TASK FORCE

January 7, 2013 – 4:00 PM
KCDC, 901 N. Broadway

Call to Order

Chairman Duane Grieve called to order the January 7, 2013 meeting of the City Council Sign Ordinance Task Force at 4:00 p.m. in the Board Room at KCDC, 901 N. Broadway.

Roll Call

Members present:

Joyce Feld
Duane Grieve, Chair
Don Parnell
Gary Hayes
Melissa McAdams
Jim Nixon
George Wallace, Vice-Chair
Bill Weigel

Members absent:

None.

Staff Members present:

Mark Donaldson, MPC
Angela Rauber, Law Department
Cindy Mitchell, City Council Office
Anne Wallace, Redevelopment Office

Staff members absent:

Anita Cash, Retired from City of Knoxville

Acknowledgement

Task Force Member Don Parnell acknowledged the passing of Knoxville architect Bruce McCarty who was responsible for the design of many Knoxville buildings including the City-County Building and the East Tennessee Community Design Center.

Chairman Grieve also addressed the passing of Mr. McCarty.

Acceptance of Summary Notes

Motion: George Wallace moved to accept the Summary Notes from November 28, 2012.
Second: Joyce Feld and Melissa McAdams.
Vote: Unanimous "Aye"
Disposition: Summary Notes accepted.

Opening Comments

Chairman Grieve gathered and summarized information regarding the 2011-2012 sign permits issued by the City of Knoxville. Chairman Grieve discussed the information and gave the Task Force members handouts detailing the information (See attached).

Chairman Grieve also discussed issues that have been brought to his attention for possible consideration by the Sign Task Force including a question by the Public Arts Commission on how murals on buildings fit into the sign ordinance.

Chairman Grieve recognized Task Force member Jim Nixon to discuss issues the Turkey Creek Development is having with their signage. (See attached e-mail).

Information and Discussion

Mark Donaldson prepared and discussed two hand-outs as follows:

- 1) Analysis of Some Recently Approved Signs (Amended and dated 1-7-13)
- 2) January Discussion (Dated 1-7-13)

See attached.

Task Force Members engaged in discussion.

Angela Rauber briefly discussed sign maintenance, abandoned signs and unsafe signs (See attached handout).

Discussion continued among the Task Force members.

Next Steps

The next Sign Task Force meeting will be held Wednesday, January 23, 2013 - 4:00 p.m. at KCDC, 901 N. Broadway.

Adjournment

The meeting adjourned at 5:40 p.m.

2011 SIGNS

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64 New Ground Signs
35 Reworded Ground Signs

Ground Permit #		Height	Sign Size	Type
0018	N	4'	4' x 4'	
0019	N	32' (Interstate)	10' x 24'	Pole
0032	R			
0043	N	5'	5' x 6'	Monument
0046	N	20'	4' x 15'	Pole
0049	N	35.5'	8' x 24'	Pole
0058	R	25.1'	Existing	
0073	N	-	6' x 6'	Ground
0080	N	20'	5' x 18'	Pole
0092	R	30'	6' x 14'	Pole
0095	R	35'	6' x 15'	Pole
0096	N	10'	10' x 3'	Monument
0103	R			
0108	N	14'	4' x 7.67'	Pole
0110	N	18'(Existing)	5' x 5'	Pole
0115	N	4.5'	4.5' x 7'	Monument
0116	N	15'	5.2' x 6'	Pole
0123	N	4.5'	4.5' x 8'	Monument
0125	N	4.10'	46" x 65"	Monument
0133	R		9' x 11'	Existing
0134	R	8'	5' x 6'	Existing
0144	R	25'	5' x 10'	Pole
0150	R	Existing	15' x 26'	Ex. Pole

0151	R	Existing	2.5' x 10.5'	Pole
0154	N	29.5'	18' x 13'	Ground
0159	N	7'	40" x 96"	Ground
0166	R	20.5'	5.4' x 8'	Pole
0170	N	26'	5' x 12'	Ground
0171	N	4'	3' x 4'	Ground
0174	N	5.1'	3.25' x 7.5'	Monument
0185	N	12'	91.5" x 188.5"	Monument
0191	R	102"	100" x 52"	Directional
0193	R	(?)72"		Directional
0194	N(R)	8.2'	68" x 10.7'	Monument
0195	N	72"		Directional
0197	R	36'	5.1' x 15'	Pole
0212	N	35'	5' x 16'	Pole
0215	N	15'	4' x 8'	Pole
0218	N	3.67'	2.67' x 5.67'	Pole
0224	R	30'		Pylon
0230	N	6'	2' x 5'	Monument
0232	N	15'	7' x 6'	Monument
0240	R	25'	7' x 7'	Pylon
0258	R	22'	4' x 12'	Ground
0260	R	Existing	62" x 96"	Pole
0262	N(R)	38'	11' x 28'	Pole Repl.
0264	N	6'	3.5' x 7.5'	Monument
0276	N	6'	5' x 6'	Monument

0282	N	37.9'	9.75' x 15.9'	Pole
0298	N	26.75'	26.75' x 5.75'	Pole?
0308	R	Existing	7.8' x 8.3'	Pole
0312	N	50' (Mc)	14.2' x 11'	Pole
0325	N		44" x 97"	Ground
0333	N	50' (AT&T)	10' x 10'	Monument
0334	N	5.5'	4' x 5.5'	Monument
0335	Billboard – Rebuild			
0344	N	50'	Northshore TC Dev. Directional Interstate	
0345	N	9'		Monument (NTC)
0346	N	12'		Monument (Target)
0347	N	12.10'		Monument
0353	N	5.4'	31" x 64"	Monument
0362	R	Existing		Monument
0371	R		5.6' x 78' 8' x 13.7'	Pylon
0376	N	6'		Monument
0377	N	30'	Directional Dev.	Monument
0383	N	30'	7' x 14' 4' x 8'	Pylon
0385	N	25'	5' x 15'	Pole
0398	N	25'	8' x 8'	Pole
0401	R		5' x 20'	Pole
0402	R		5' x 20'	Pole
0405	R	15'	2' x 5.5'	
0410	N	6'	6' x 10.8'	Monument

0411	Billboard – Replacement		DENIED	
0412	N	5.8'	4' x 8'	Monument
0419	R	16.5'	6.2' x 5'	Pole
0422	R	25'	7' x 12'	Pole
0431	R	Existing	10' x 10.5'	Pylon
0432	R			
0433 Monument	R	30'	10' x 10.5'	Ground
0436	R	Existing	10' x 10.5'	Pole
0440	R	Existing	10' x 10.5'	Ground
0441	N	14'		Monument
0445	R	Existing	10' x 22'	Pylon
0454	N	50'	8' x 34'	Pole
0456	N	4'	42" x 96"	Ground
0466	N	8.8'	8.8' x 6.1'	Monument
0471	N	25'	9.9'	Pole
0478	N	14'	11' x 7.5'	Monument
0490	N	10'	6.25' x 7.5'	Monument
0492	N	10'	10' x 10.3'	Monument
0495	N	5.7'	5.7' x 10'	Monument
0496	N	21'	6' x 16.1'	Pole
0498	N	20'		Pole
0509	N	6'	30" x 48"	Monument
0515	R	6'	4' x 8'	Monument

2012 SIGN PERMITS

66 New Ground Signs
26 Reworked Ground Signs

Permit #	Height	Sign Size	Type
0002 N	14'2"	50" x 96"	Pole
0015 N	35'	12' x 19.5'	Pole
0022 N	21'	85" x 168"	Pole
0024 N	10'	7' x 10'	Pole
0029 N	30'	15.10" x 30'	Pole
0030 N	30'	15.10" x 30'	Pole
0044 R	42.5'	8' x 20'	Ground
0062 R	Existing		
0071 N	4.9'	4.9' x 6'	Monument
0072 N	6'	6' x 11'	Monument
0075 N	16.1'	3.2' x 10.4'	Pole
0077 R	50'	100.5" x 191.5"	Pole
0082 N	40'		Pole
0089 N	24.2'	14' x 10'	Pole
0113 N	16'	5.5' x 5.5'	Ground
0116 N	7'	4' x 7.9'	Ground
0124 R	45'	12' x 12'	Pole
0128 N		3.8' x 7.8'	Pole
0134 N	40"	18" x 60"	Monument
0143 N		3.25' x 31.9'	Pole
0145 N	15'	10.7' x 9.2'/4' x 14.25'	Ground

0156 R		2' x 7'00.25"	Pole
0162 N	50'	9'5" x 26'7"	Pole
0163 N	9'	4.25' x 12'	Monument
0168 R	18'	3' x 8'	Pole
0169		9' x 9'	Monument
0175 R	15.2'	6' x 10'	Pole
0176 N	21'		Ground
0197 N	20'	7.5' x 17'	Ground
0208 N	15.5'	5.5' x 5.5'	Pole
0214 N	6'	5.5' x 8.67'	Monument
0219 N	17'	2' x 3' x 1' x 3'	Pole
0224 N	19'	17.8' x 15.4'	Monument
0234 N	4.5'	4.5' x 9'	Monument
0235 N	35'	8.1' x 12.3'/4' x 8'	Pole
0236 N	35'	12.3' x 8.1'/4' x 8'	Pole
0275 N	40'	13' x 22'	Pole
0278 R	22.33'	15' x 15.33'	Pole
0281 N	22.8'	8' x 5.3'/6' x 13.3'	Pole
0287 N	25'	2.4' x 12'/5' x 18'	Pole
0290 R	33'	5' x 10'	Pole
0293 N	4.5'	3' x 5'	Monument
0294 N	20'	3.5' x 7'	Pole
0307 R	20'	14.67' x 9'	Pole
0320 R&N	26.5'	8.5' x 8'	Pole
0328 R	6'	3.3' x 5' 9.75"	Ground

0340 N	24.5'	5' x 6'	Pole
0352 N	30'	9' x 12'	Pole
0360 N	30'	16'11.5' x 9.10'	Pole
0366 N	25'	8' x 14.4' x 10'	Pole
0369 N	5'10.5"	2.25' x 6.5'	Monument
0371 N	19'	6' x 6' x 4' x 8'	Pole
0372 R	50'	8.5' x 19.75'	Pole
0373 R	13.5'	5.5' x 12.8'	Pole
0376 R	20'	85.5" x 135"	Ground
0380 N	25'		Pole
0389 N	22.4'	10' x 10'	Pole
0391 N	4'	3' x 4'	Monument
0429 N	5.4'	4.4' x 8.3'	Monument
0430 N	6'	6' x 16'	Monument
0433 R	35'	6' x 12'	Pole
0435 N	35'	8' x 14'/6' x 9'	Pole

2012 Sign Heights

50'	3
40-49'	5
30-39'	8
25-29'	4
0-24'	42

2012 Sign Heights Reviewed: 62

2011 Sign Heights

50'	4
40-49'	0
30-39'	12
25-29'	8
0-24'	72

2011 Sign Heights Reviewed: 96

January Discussion

Three Observations about the Current Regulations

- Maximum SIGN AREA is much greater than what is being used.
- Signs used with planned development districts don't come close to using the maximum SIGN AREA allowed; so that development represents an unconstrained view of the sign packages desired by owners. These developments can be the model for determining sign area regulations.
- When made aware of local concerns about SIGN HEIGHT, many developers are willing to not maximize the height and willing to use monument signs

Three Big Policy Directions

- SHRINK THE MAXIMUM SIGN HEIGHT AND AREA ALLOWED FOR DETACHED AND ATTACHED SIGNS
- CREATE INCENTIVE TO USE MASTER SIGN PLANS
- CREATE INCENTIVE TO USE MONUMENT SIGNS

Detached Signs

- Primary detached may be a ground or pole sign, but second sign must be a monument or column sign
- Height is determined by street classification
- Area is determined by street frontage, with a relatively small maximum size
 - Maximum sign area for monument or column signs is smaller than maximum sign area for ground or pole signs

Master Sign Plans

- CREATE INCENTIVE TO USE MASTER SIGN PLANS
 - Detached Directory Signs, as part of a master sign plan, allowed at a significantly larger size (area, not height)
 - Size of directory sign approved could be associated with other sign rights that are removed.
 - If a Directory Sign is used within a master sign plan, all other detached signs within the master sign plan area must be approved as part of the plan and/or must be monument signs
- Approval of Master Sign Plans allows the City to assist the Owner in enforcing the owners sign restrictions
 - Broaden powers of master sign plan to regulate all detached signs within the master sign plan area

Attached Signs

- Total sign area for an entire building is determined as a percentage of the primary elevation of the building (for example: 7.5 percent)
- CREATE INCENTIVE TO USE MONUMENT SIGNS
 - A bonus sign area for attached signs may be utilized if the property does not use a ground or pole sign (for example, 2.5 percent)

ANALYSIS OF SOME RECENTLY APPROVED SIGNS

1/7/13
M. Ardell

STORE	Store Area	Street Frontage	Total Sign Area Allowed IF PC-1	Total Sign Area Allowed IF C-3	PROPOSED Attached Sign Area - 10% of wall	ACTUAL Attached Sign Area - Primary Wall	ACTUAL Largest Attached Sign Area	PROPOSED Detached Sign Area	ACTUAL Detached Sign Area
Walmart @ Halls (2006)	195,000 sf	1,000 lf (Typical)	19,500 sf	3,000 sf	1,800 sf	952 sf 5.3% of wall	190 sf	192 sf	Ground: 156 sf
Walmart @ Walbrook (2011)	195,000 sf	1,000 lf (Typical)				320 sf 1.6% of wall	160 sf		
Home Depot @ Halls	134,000 sf	900 lf (Typical)	13,400 sf	2,700 sf	1,340 sf	557 sf 3.5% of wall	432 sf	192 sf	Directory: 392 sf
Target @ North Shore TC	135,000 sf	875 lf 80 lf	13,500 sf	2,865 sf		297 sf 3.5% of wall	144 sf		Monument: 110 sf
Kroger @ C.B. & K.P.	117,000 sf	820 lf Cedar Bluff	11,700 sf	2,460 sf	1,240 sf	455 sf 3.7% of wall	167 sf	192 sf	Ground: 168 sf Monument: 32 sf
Academy @ Sherrill Hill	75,000 sf	710 lf	7,500 sf	2,130 sf	978 sf	837 sf 8.6% of wall	637 sf	192 sf	Monument: 49 sf
Gordon Food @ Sherrill Hill	16,000 sf	325 lf	1,600 sf	975 sf	300 sf	226 sf 7.5 % of wall	98 sf	192 sf	Ground: 108 sf Monument: 109 sf
Aldi @ Sherrill Hill	16,000 sf	710 lf	1,600 sf	2,130 sf	382 sf	53 sf 1.4% of wall	31 sf	192 sf	Ground: 47 sf Monument: 47 sf
Cheesecake Factory @ W.T. Mall	11,500	None	1,150 sf	50 sf	390 sf	257 sf 6.6% of wall	134 sf	None	None
Chuy's @ Kingston Pike	7,800 sf	310 lf	780 sf	930 sf	131 sf	101 sf 7.7% of wall	101 sf	192 sf	Monument: 70 sf
Y-12 Credit Union @ Kingston Pike	3,000 sf	200 lf	300 sf	600 sf	58 sf	39 sf 6.7%	39 sf	192 sf	Ground: 109 sf
NTB @ Clinton & Callahan	7,300 sf	None	730 sf	50 sf	266 sf	68 sf 2.6% of wall	48 sf	None	None
Weigels @ Ebenezer	4,000 sf	310 lf Ebenezer	400 sf	900 sf	216 sf	69 sf 3.2%	31 sf	192 sf	140 sf

1/7/13

Sign Maintenance, Abandoned Signs and Unsafe Signs

(A) *Premises maintenance.* All signs and surrounding premises shall be maintained by the owner thereof in a clean, sanitary and inoffensive condition, and free and clear of all obnoxious substances, rubbish and weeds.

(B) *Structure maintenance.* All signs, including supporting structures, shall be kept in good, safe repair and shall be maintained in good and safe condition, including the periodic application of paint or other weatherproofing material in order to prevent rust or other decay. The Chief Building Official, or designee, may order the removal of any sign that is not maintained in accordance with the provisions of this section. Such removal or expense incurred to assure compliance of this section shall be at the expense of the permittee or the owner of such sign.

(C) *Display surface or other advertising surface maintenance.* The display surface or other advertising material of a sign shall not be allowed to deteriorate to a broken, torn, peeling, flaking or otherwise decayed condition and shall be repaired or removed within ninety (90) days of receipt of notice mailed to the owner by certified mail, return receipt requested, from the Chief Building Official ordering such repair or removal. If the owner fails to remove or alter the display surface so as to comply with the standards herein set forth within the time specified in such notice, such display advertising material may be removed or altered to comply with such notice. An appeal may be made to overcome some exceptional condition which poses practical difficulty or particular hardship in such a way as to prevent an owner from repairing the sign within ninety (90) days.

Abandoned Sign. Any sign, including its supporting structure, erected in conjunction with a particular use, that use having been subsequently discontinued for a period of sixty (60) days or more, or a lawfully erected temporary sign for which the time period allowed for display of the sign has expired.

Abandoned Sign

Any sign, including the sign structure, which has been abandoned by its owner. Abandonment shall be presumed if, for a period of 180 days or longer, the sign has not 1) advertised goods, services, facilities, events or attractions available on the premises where located, 2) identified the owner or occupant, 3) directed traffic on the premises, or 4) displayed a noncommercial message which may or may not relate to an activity located on the premises.

Abandoned Signs

Any abandoned sign, now or hereafter existing, shall be taken down and removed by the owner, agent, or person having the beneficial use of the building, structure, or property upon which such sign may be found, within thirty (30) days after the written notification from the Community Development Director. Upon failure to comply with such notice within the time specified by such order, the Community Development Director shall notify the Code Enforcement Board and request a hearing. In making a determination that a sign is abandoned the Community Development Director shall consider among other factors, the existence or absence of a current occupational license for the premises, whether there are active utilities or a utilities service deposit at that location, and use of the premises.

Non-use of On-premises Sign

Any on-premises sign which otherwise conforms to the provisions of this Article, and by reason of the cessation of activity on the premises, becomes an off-premises sign, may be retained by one of the following methods:

- a. Painted Sign: The sign shall be covered by painting over the sign area.
- b. Removable Sign Face: The sign face shall be removed and replaced with a blank insert or the sign face may be reversed.
- c. Temporary Covering: The sign face may be temporarily covered by the installation of a sock or boot.

Notice to remove abandoned signs. Any abandoned sign shall be removed by the owner of the property on which it is located upon 30 days written notice by the Chief Building Official, or designee. If such abandoned sign is not removed at the conclusion of such thirty (30)-day period, the Chief Building Official or designee is hereby authorized to cause the sign to be removed forthwith at the expense of the owner.

For purposes of this section, the word "remove" shall mean:

- (1) the sign face, along with posts, columns or supports of ground signs, shall be taken down and removed from the property.
- (2) The sign face and supporting structures of "projecting", "roof" or "attached" signs shall be taken down and removed from the property.
- (3) The sign face of "painted attached signs" shall be removed by painting over the wall sign in such a manner as to completely cover up and hide from sight the sign in question

Unsafe Signs. Any sign, including its supporting structure, that, in the opinion of the Chief Building Official, or designee, is unsafe or insecure, shall be deemed an unsafe sign and shall be corrected or removed by the owner of the property on which the sign is located, within 72 hours of written notice by the Chief Building Official or designee. If such unsafe sign is not removed, then the Chief Building Official or designee is hereby authorized to cause such sign to be removed at the expense of the owner of the property on which the sign is located.

2012- 2013 CITY COUNCIL SIGN ORDINANCE TASK FORCE MEETING

**January 7, 2013 – 4:00 PM
KCDC, 901 N. Broadway**

AGENDA

1. Call to Order
2. Roll Call
3. Acceptance of Summary Notes
4. Opening Remarks
5. Sign Permit Summary Information (2011-2012)
6. Discussion Re: Master Sign Plan Ordinance
7. Discussion Re: Re-organized Sign Ordinance Prepared by Mark Donaldson
8. Discussion Re: Sign Maintenance and Abandoned Signs
9. Next Steps
10. Adjournment